



The Bhagirathi Cooperative Milk Producers' Union Limited
(A Govt. of West Bengal Project)

NOTICE INVITING PRE-QUALIFICATION - CUM - TENDER
(TWO COVER SYSTEM)

NOTICE INVITING TENDER NO. BU/MKTG/3078

Name of the work: Engaging publicity agency for advertisement, publicity and brand promotion

The Managing Director of The Bhagirathi Cooperative Milk Producers' Union Limited, invites offline rate tenders in **TWO BID SYSTEM** from reliable, resourceful, bonafide and experienced firms/ companies/ individual contractors having requisite financial capability and sufficient experience in publicity and technical credential on execution of similar nature of work.

Scope of Work:

The publicity agency will provide adequate audio and visual publicity to the people on various process of advertisement, publicity and brand promotion through electronic media. This agency is expected to have rate contract with electronic media houses and execute the works through them.

The nature of publicity and time duration is given below:

Media	Particulars	Requirement
FM Radio	10 min capsule repeated three times in a day, telecasted 5 days in a week	Content to be produced by the agency
Television	3 min duration video repeated 10 times in a day, every day in 4 popular local TV channels	Content to be supplied by the Bid inviting authority

Time line for tender:

PARTICULAR	DATE & TIME
Date of Publication of NIT	12-12-2018
Tender start date & time	13-12-2018
Tender end date & time	20-12-2018
Pre-bid meeting in the chamber of The Managing Director of The Bhagirathi Cooperative Milk Producers' Union Limited	15-12-2018
Last date & time of submission of Technical Bid and Financial Bid	20-12-2018 up to 3.00 p.m
Date & Time of opening of Technical Bid in the Office of the Milk Union	21-12-2018 at 4.00 p.m
Date & Time of opening of Financial Bid in the office of the Milk Union	To be notified later

Estimate of the Work: NIL. The rate shall be quoted by the bidder depending upon the prevailing market rate.

Eligibility Criteria & Mandatory Documents:

Experience: Bidder should have at least 3(three) years of experience in publicity or Broadcasting or production of publicity content for print and electronic media. Work Completion certificate of Rs. 50,000 in a single work within the last three years from a competent authority should be submitted in support of the claim.

Financial Capacity: Bidder should have annual turnover of at least Rs. 5 lakh in the last three consecutive financial years. Attested balance sheets shall be submitted in support of the claim.

Earnest Money Deposit: Bank Draft/ Bankers Cheque of Rs. 10,000 (Rupees Ten Thousand) only shall be submitted in favour of the "The Managing Director of The Bhagirathi Cooperative Milk Producers' Union Limited" payable at Berhampore.

Statutory documents: Bidder shall submit latest GST Registration, copy of valid PAN, latest IT return and PT tax return.

All the above-mentioned criteria and documents are mandatory and if the bidder fails to submit any of them, their bid will summarily be rejected.

Submission of bids: The bids will be submitted in offline mode.

Technical bid submission:

All the mandatory documents namely

1. Work completion certificate from competent authority
2. Attested balance sheet for Annual turnover of last three consecutive financial years
3. EMD
4. GST Registration
5. Copy of valid PAN
6. Latest IT Document
7. Latest PT tax return

Shall be placed in a sealed cover having written on top "Technical Bid for Publicity Agency"

Financial Bid Submission:

The financial offer of the bidder shall be submitted in a sealed cover having written on top "Financial Bid for Publicity Agency". The financial offer of the bidder shall be in the following format:

To
The
Managing Director
The Bhagirathi Cooperative Milk Producers' Union Limited
Berhampore, Murshidabad

Sub: Financial Offer

Sir,

I beg to submit that I agree with all the terms and conditions mentioned in the NIT No BU/MKTG/3078 dated 12.12.2018 and submitting my Financial Offer of Rs..... For providing publicity agent for advertisement, publicity and brand promotion of Bhagirathi. My financial offer includes all the taxes and incidental charges.

You are requested to kindly accept my financial offer

Yours faithfully

Dated:

[Name of the Bidder]

Both the sealed covers of Technical and Financial bid shall be placed in another bigger sealed cover having written on its top as "BID for Selection of Publicity Agency".

The bid shall be submitted in the Recive & Dispatch section of The Bhagirathi Cooperative Milk Producers' Union Limited within the date and time referred in this NIT.

Security deposit: 10% of the total value of payment shall be deducted as security deposit to be released within one month after the completion of work.

Validity of the bid: The bid once submitted will be valid for 90 days.

Work Completion period: The selected bidder shall complete his work within 6 months from the date of issuing work order.

Other Terms & Conditions:

EMD: Bank Draft/ Bankers Cheque of **Rs. 10,000 (Rupees ten thousand) only** in favour of the "MANAGING DIRECTOR" to be enclosed with duly filled up the tender document, subsequently which will be treated as Security deposit for success full bidder and will be refunded after successful completion of the work. Earnest money of the unsuccessful tenderer will be refunded after 1(one) month from the date of opening of tender. **Offers not accompanied by the EMD will summarily be rejected.**

The earnest Money deposited:

- a. Can be converted into a security deposit against selected bidder. The EMD will be returned to the non-selected bidders within 30 days after opening of financial bid.
- b. Forfeiture of EMD will be done

- i. If the bidder withdraws tender after opening or acceptance.
 - ii. If the selected bidder fails to accept work order, refuse wither wholly or partly. the offer that would be made by the undersigned.
 - iii. If the selected bidder fails to do the work as per specifications.
2. Income tax and other mandatory tax deduction shall be done as per government norms before payment
3. This office shall have the right and discretion to terminate the contract and forfeit EMD in the event of any sort of breach of contract.
4. Any black listed bidder shall not be allowed to participate in this NIT
5. No cost escalation will be entertained
6. Payment will be made as per availability of fund. No claim for delay of payment due to non-availability of fund will be entertained.
7. Subletting of work is not allowed
8. Penalty shall be imposed @1 % of the total pending works if the works are not completed within the stipulated time mentioned in the bid.

The Managing Director of The Bhagirathi Cooperative Milk Producers' Union Limited reserves the right to reject or cancel any or all pre-qualification documents and bid document without assigning any reason whatsoever.

Sd/-
Managing Director
The Bhagirathi Cooperative
Milk Producers' Union Limited

Memo No: BU/MKTG/3078

Dated: 12/12/2018

Copy forwarded for information with a request to display the tender notice in his office board to

- C.A. to D.M.
- C.A. to ADM(D)
- Office Copy
- Tender Notice File
- Office Notice Board

Sd/-
Managing Director
The Bhagirathi Cooperative
Milk Producers' Union Limited